

PX23

PX23 Attachment G

Photograph of computer screen from office of Laura
Turner

ASE 2017 - Google Sheets

Elevated Review 071417

Search in Presentation

Home Insert Design Transitions Animations Slide Show Review View

Paste New Slide

Convert to SmartArt Picture Drawing

Pages

2017-05 Deploy

2017-06 Deploy

2017-07 Deploy

2017-07-17:

2017-07-25

Company Sta

Deployment:

Git Migration

IVR Grouped

IVR Grouped

OCO Master

Remove criter

Sandbox Data Tran

Sandbox Environme

Modify Flyout for N

Split Test Page - Fr

OCO CLV PERFORMANCE:
Chargebacks and Refunds

Product Test

	CB Rate	OCO CB Reduction	Refund Rate (\$V)	OCO Refund Reduction	Customers
Chantel St. Claire Advance Wrinkle Control					
OCO	2.72%	-4.02%	15.20%	-26.67%	9264
Call Center Only Test - 50% Transfer	2.83%		20.72%		4043
Hydroluxe Instant Wrinkle Control					
OCO	2.55%	-18.34%	14.41%	-20.33%	6537
Call Center Only Test - 50% Transfer	3.12%		18.08%		3217
Chantel St. Claire Extreme Hydration - Advanced Formula					
OCO	2.24%	-34.58%	12.95%	-40.75%	2950
Call Center Only Test - 50% Transfer	3.43%		21.86%		772
Hydroluxe Hydrating Day & Night Cream					
OCO	2.09%	-1.06%	10.33%	-33.01%	2468
Call Center Only Test - 50% Transfer	2.12%		15.42%		715
ABELLA MAYFAIR 90 - Second Rapid Wrinkle Control					
OCO	1.76%	-32.82%	3.65%	86.72%	203
Call Center Only Test - 50% Transfer	2.62%		1.96%		55
ABELLA MAYFAIR M 24-Hour Day & Night Cream					
OCO	1.21%	-81.97%	1.68%		
Call Center Only Test - 50% Transfer	6.73%		7.67%		

Click to add notes

Slide 8 of 8 English (United States)

Notes Comments

ABC from Refund VD Area Now

ABC from Refund Now

Alex Kemner Catch Up/Strategy Overdue

CSM/LeadGen Meeting Overdue

Snooze Dismiss